



# **Workshop – Joint Consumer Action Plan #3**

**Statewide Marketing, Education, and Outreach (A.12-08-007)**

**January 8, 2019**

Rory Cox

Analyst, Energy Efficiency Branch  
CPUC-Energy Division





**“Mr. Anon! I recognise you  
from your avatar.”**

# Introductions





# Decision Directing Joint Consumer Action Plan

**D16-03-029 (March 2016)**

- Preliminary proposal prioritizes program areas on annual basis.
- Proposal goes to stakeholders for comments and suggestions.
- Program administrator revises, finalizes, and files as Tier 1 advice letter.
- Energy Division reviews and approves.
- High priority topics include goals and objectives, target audiences, high level approaches and strategies, metrics, and implementation roles and responsibilities for each strategy.





# Proposed Decision Directing Evaluation of Program

- PD served to stakeholders on December, 10, 2018
- OP3: “Commission staff shall manage a process for initiating, scoping, and overseeing an Evaluation, Measurement and Verification study of the Energy Upgrade California energy efficiency program. Stakeholders shall have input into the evaluation’s scope of work through the Project Coordination Group process led by Energy Division staff.”





# Decision Directing Integration of Retail Rate Reform & Energy Efficiency ME&O

## Decision 17-12-023, OP4 (December 2017):

“The updated Media Plan and Budget shall include workpapers and identify specific areas of cost savings and other efficiencies resulting from DDB as both the Energy Upgrade California and residential rate reform contractor. DDB shall also provide a summary of how it researched and incorporated effective strategies, supported by appropriate resources, to provide outreach to diverse and hard-to-reach populations, including via community-based organizations.”





# Decision Directing Solar Information Packet be Considered as an EUC deliverable

**D.18-09-044 (September 2018):**

“Within 150 days of this decision's issuance, Energy Division will hold a stakeholder workshop, during which Energy Division should seek stakeholder feedback on further refinements. For example, stakeholders may wish to consider developing the information packet into a consumer-friendly resource that is aligned with the Commission’s statewide ME&O platform, Energy Upgrade California (EUC).....”





## Timeline

- January 8: JCAP Workshop
- February 27: Draft JCAP to stakeholders
- March 13: Feedback due to DDB
- March 29: JCAP 3 filed to Energy Division as Tier 1 advice letter





**Rory Cox**  
**Energy Division – Energy Efficiency Branch**  
**[rory.cox@cpuc.ca.gov](mailto:rory.cox@cpuc.ca.gov)**

